This listing of claims will replace all prior versions, and listings, of claims in the application:

1   Claim 1 (currently amended): A <u>computer-implemented</u> method
2   for determining content-relevant ads once an e-mail
3   document is rendered on a client device, the method
4   comprising:
5   a) providing, from the client device, a document
6   identifier in an ad request to a content-relevant ad
7   server;
8   b) using, at the content-relevant ad server,
9   content-relevance information associated with the
10   document identifier and ad information to determine a
11   set of one or more ads;
12   c) generating an image including the one or more ads
13   of the determined set;
14   d) providing the generated image and a session
15   identifier to the client device;
16   e) rendering, with the client device, the image in
17   the document;
18   f) detecting a user action with respect to the
19   rendered image; and
20   g) in response to the detection of the user action
21   with respect to the rendered image, sending the
22   session identifier and position information to the
23   content-relevant ad server.

1   Claim 2 (currently amended): The <u>computer-implemented</u>
2   method of claim 1 wherein the document includes image map
3   information including image source information, and wherein
4   the image source information includes the document
5   identifier.

1   Claim 3 (currently amended): The <u>computer-implemented</u>

2   method of claim 1 wherein the document includes image map

3   information including image source information, and wherein

4   the image source information is a path including the unique

5   identifier.

1   Claim 4 (currently amended): The <u>computer-implemented</u>

2   method of claim 3 wherein the path further includes a URL

3   of the content-relevant ad server.

1   Claim 5 (currently amended): The <u>computer-implemented</u>

2   method of claim 1 further comprising:

3   h) updating, with the content-relevant ad server, ad

4   information using the sent session identifier and

5   position information.

1   Claim 6 (currently amended): The <u>computer-implemented</u>

2   method of claim 5 wherein the ad information updated

3   includes billing information.

1   Claim 7 (currently amended): The <u>computer-implemented</u>

2   method of claim 5 wherein the ad information updated

3   includes ad performance information.

1   Claim 8 (original): Apparatus for determining

2   content-relevant ads once an e-mail document is rendered on

3   a client device, the apparatus comprising:

4   a) an input for accepting, from the client device, a

5   document identifier in an ad request;

6   b)   using content-relevance information associated
7   with the document identifier and ad information to
8   determine a set of one or more ads;
9   c)   generating an image including the one or more ads
10   of the determined set;
11   d)   forwarding the generated image and a session
12   identifier to the client device,
13   wherein, the generated image and session
14   identifier include information which facilitates having the
15   client device send the session identifier and position
16   information to the content-relevant ad server in response
17   to the detection of the user action with respect to the
18   image as rendered on the client device.

1   Claim 9 (original):   The apparatus of claim 8 wherein the
2   document includes image map information including image
3   source information, and wherein the image source
4   information includes the document identifier.

1   Claim 10 (original):   The apparatus of claim 8 wherein the
2   document includes image map information including image
3   source information, and wherein the image source
4   information is a path including the unique identifier.

1   Claim 11 (original):   The apparatus of claim 10 wherein the
2   path further includes a URL of the content-relevant ad
3   server.

1   Claim 12 (original):   The apparatus of claim 8 further
2   comprising:

3   e) updating, with the content-relevant ad server, ad

4   information using the sent session identifier and

5   position information.

1   Claim 13 (original): The apparatus of claim 12 wherein the

2   ad information updated includes billing information.

1   Claim 14 (original): The apparatus of claim 12 wherein the

2   ad information updated includes ad performance information.

1   Claim 15 (currently amended): A computer-implemented

2   method for determining content-relevant ads once an e-mail

3   document is rendered on a client device, the method

4   comprising:

5   a) accepting, from the client device, a document

6   identifier in an ad request to a content-relevant ad

7   server;

8   b) using content-relevance information associated

9   with the document identifier and ad information to

10   determine a set of one or more ads;

11   c) generating an image including the one or more ads

12   of the determined set;

13   d) forwarding the generated image and a session

14   identifier to the client device; and

15   e) accepting, from the client device, the session

16   identifier and position information.

1   Claim 16 (currently amended): The computer-implemented

2   method of claim 15 wherein the document includes image map

3   information including image source information, and wherein

4   the image source information includes the document

5   identifier.

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1   Claim 17 (currently amended):   The <u>computer-implemented</u>
2   method of claim 15 wherein the document includes image map
3   information including image source information, and wherein
4   the image source information is a path including the unique
5   identifier.

1   Claim 18 (currently amended):   The <u>computer-implemented</u>
2   method of claim 17 wherein the path further includes a URL
3   of the content-relevant ad server.

1   Claim 19 (currently amended):   The <u>computer-implemented</u>
2   method of claim 15 further comprising:
3   f)   updating ad information using the sent session
4   identifier and position information.

1   Claim 20 (currently amended):   The <u>computer-implemented</u>
2   method of claim 19 wherein the ad information updated
3   includes billing information.

1   Claim 21 (currently amended):   The <u>computer-implemented</u>
2   method of claim 19 wherein the ad information updated
3   includes ad performance information.

1   Claim 22 (new):   The computer-implemented method of claim 1
2   wherein the document is an e-mail.

1   Claim 23 (new):   The apparatus of claim 8 wherein the
2   document is an e-mail.

1   Claim 24 (new):   The computer-implemented method of claim
2   15 wherein the document is an e-mail.

1 Claim 25 (new): The computer-implemented method of claim 1
2 wherein the set of one or more ads are determined to be
3 relevant to the content of the document.

1 Claim 26 (new): The apparatus of claim 8 wherein the set
2 of one or more ads are determined to be relevant to the
3 content of the document.

1 Claim 27 (new): The computer-implemented method of claim
2 15 wherein the set of one or more ads are determined to be
3 relevant to the content of the document.

1 Claim 28 (new): The computer-implemented method of claim 1
2 wherein the image includes at least two ads,
3   wherein the user action is a user selection of one of
4 the at least two ads included within the image, and
5   wherein the position information is a position of a
6 cursor within the image at the time of a user selection.

1 Claim 29 (new): The apparatus of claim 8 wherein the image
2 includes at least two ads,
3   wherein the user action is a user selection of one of
4 the at least two ads included within the image, and
5   wherein the position information is a position of a
6 cursor within the image at the time of a user selection.

1 Claim 30 (new): The computer-implemented method of claim
2 15 wherein the image includes at least two ads,
3   wherein the user action is a user selection of one of
4 the at least two ads included within the image, and

5   wherein the position information is a position of a

6 cursor within the image at the time of a user selection.

1 Claim 31 (new): The computer-implemented method of claim 1

2 wherein the image includes at least two ads, and

3   wherein the user action is a user selection within the

4 image, the method further comprising:

5   h) using the sent session identifier and position

6   information to determine a particular ad that was

7   selected by the user.

1 Claim 32 (new): The computer-implemented method of claim

2 31 further comprising:

3   i) loading a new document, identified by the selected

4   particular ad, onto the user device.

1 Claim 33 (new): The computer-implemented method of claim

2 31 further comprising:

3   i) updating performance information associated with

4   the selected particular ad.

1 Claim 34 (new): The computer-implemented method of claim

2 15 wherein the image includes at least two ads, and

3   wherein the act of accepting, from the client device,

4 the session identifier and position information is

5 responsive to a user selection within the image, the method

6 further comprising:

7   f) using the session identifier and position

8   information to determine a particular ad that was

9   selected by the user.

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1   Claim 35 (new):   The computer-implemented method of claim

2   34 further comprising:

3   g)   loading a new document, identified by the selected

4   particular ad, onto the user device.

1   Claim 36 (new):   The computer-implemented method of claim

2   34 further comprising:

3   g)   updating performance information associated with

4   the selected particular ad.